

**METHOD AND APPARATUS FOR FACILITATING
SALES OF GOODS BY INDEPENDENT PARTIES**

5

ABSTRACT

A method for facilitating sales of goods by independent parties. An independent seller is presented with a menu including selectable options for deriving a sale price for the independent seller's good. Each of the options corresponds to a respective predetermined method for determining the sale price. The sale price for 10 the independent seller's good is derived using the predetermined method corresponding to a seller-selected option. Goods in addition to those registered for sale at a website of the marketeer may be presented in an electronic marketplace. Information concerning such additional goods may be retrieved from a database accessible to the marketeer controller. If a buyer wishes to purchase a certain good 15 from the electronic marketplace, and the certain good has not been registered for sale at the website of the marketeer, the marketeer may refer the buyer to a third party vendor.

20